

## ASSOCIATIONS

### What is World News Day?

World News Day, **September 28** 2024, is a day of global public awareness, led by a campaign to recognise and acknowledge the value and importance of fact-based journalism, and the essential role it plays in our daily lives.

The event is organised by the World Editors Forum ([WAN-IFRA](#)) and [The Canadian Journalism Foundation](#).

For 2024, the organisers are presenting a campaign (Choose Truth) that has been conceived and designed by Daily Maverick's Project Kontinuum.

### How it works

- **Organisers** provide campaign materials to news media and media support organisations.
- **Participants** are asked to help draw attention to World News Day
  - using any of the campaign materials provided (video, print and digital ads, a selection of op-ed and social media content)
  - AND/OR commissioning/creating their own editorial and social media content, marketing and advertising materials to draw attention to World News Day.

### Objectives of our audience-facing campaign

- **Reinforce** journalism's value to audiences.
- **Demonstrate** the impact of fact-based journalism on society.

- **Ask** the public to support credible news media.
- **Highlight** risks of losing trusted news sources.
- **Show strength** through collaboration to counter a growing crisis.

## INFORMATION ABOUT WORLD NEWS DAY AND THE GET TRUTH CAMPAIGN

- [Worldnewday.org](https://worldnewday.org)
- [Global News Media Launches 'Choose Truth' Campaign for World News Day](#)
- [World News Day 2024: How you can get involved now](#)
- [World News Day: Join us – because Journalism Matters](#)

## HOW TO JOIN

- Associations and their members need to [register here](#)
- To receive campaign materials, you must be registered
- Send logos to [worldnewday@wan-iffra.org](mailto:worldnewday@wan-iffra.org)

# 2024 Campaign Theme: Choose Truth

Focus on the importance of journalism and truth.

- **Key Messages**
  - Support fact-based journalism/media – or risk losing it.
  - #JournalismMatters
  - #ChooseTruth
- **Call to Action:** Support Your Favourite Media Brand. Read. Watch. Listen. Register. Subscribe. Donate.

## Participation and Support

### News Media Participants

- Agree to promote World News Day and its messages through your various channels.
- Get access to campaign materials and ideas.
- Get recognised as a supporter on the campaign website (logo required).

### Associations and Media Support Organisations Supporters

- Promote the campaign and its messages within your community and wider audiences.
- Get access to campaign materials to share with your community.
- Get recognised as a supporter on the campaign website (logo required).

### Individuals Supporters

- Promote the campaign and its messages through your personal networks and social channels.
  - Get access to campaign materials and ideas for sharing.

## Shared Campaign Assets

Materials will be available via a Google folder from September 13.

These include:

### Campaign Video: "Choose Truth"

- **Format:** MP4, Horizontal. Mobile Length: 0:53s.
- **Languages:** Arabic, English, French, Danish, German, Indonesian, Korean, Portuguese, Portuguese (Brazil), Spanish,
- **Preview:** [ENGLISH](#) (original)
- **You can translate for local use. Download** [Final Cut pro zip file and slides](#)
- We have added alternative versions of the video in Spanish and English at the request of associations.
  - They replace the words: “World’s democracies depend on news media for their very existence, yet both are dying
  - New words: Open societies depend on news media for their very existence... and thrive when news sources are trusted.

## Social Media Content

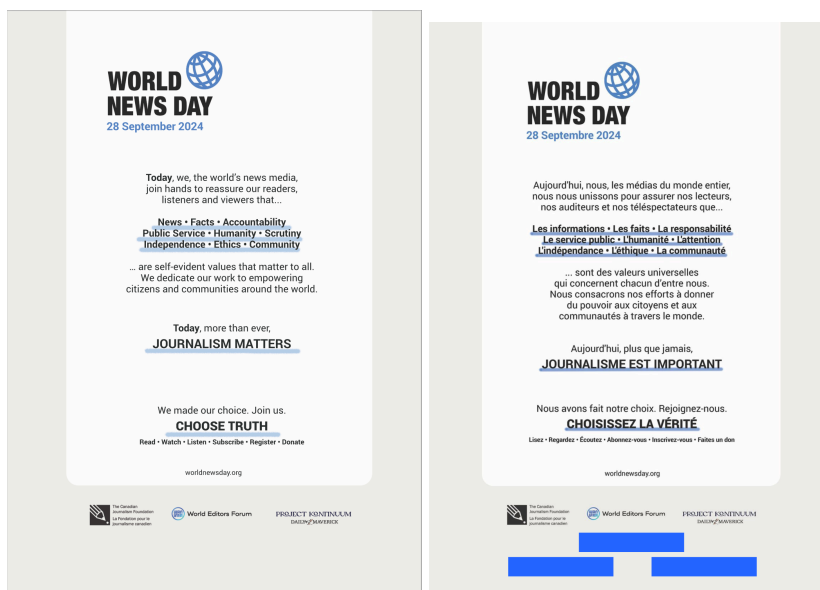
- **Elements:**
  - Pre-prepared posts, English, Spanish
  - images
  - logos
- **Languages:** English, Spanish
- **Hashtags:** #JournalismMatters, #ChooseTruth, #WorldNewsDay

## Op-eds (Translate as you need)

- Daily Maverick co-founder **Branko Brkic and Maria Ressa**, Nobel Laureate (English,Spanish)
- Globe and Mail Editor in Chief **David Walmsley and Tina Brown** journalist, editor, author. (English)
- World Editors Forum President, **Martha Ramos and Carlos Chamorro**, Editor, Confidencial, 2024 Golden Pen of Freedom Laureate (English, Spanish)
- **Marcelo Rech**, President Brazilian Newspaper Association ( Portuguese, Spanish)
- **Kathy English**, Chair of the Canadian Journalism Foundation (English, French)
- **Fatemah Farag**, Egyptian journalist (English)
- **Fabrice Fries**, Managing Director AFP (French)

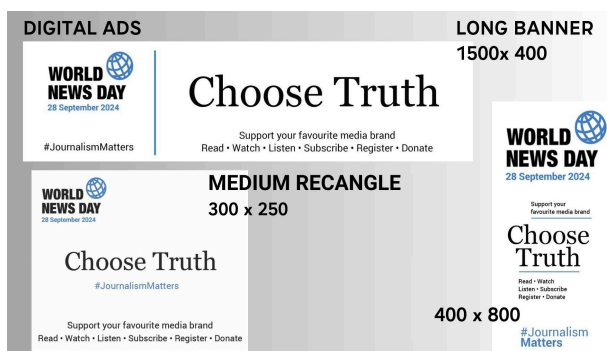
## Print Ad

- **Formats:** A4 dimensions, 400dpi. Downloadable as PDFs
- **Languages:** English, French, German, Portuguese, Portuguese (Brazil), Spanish, Argentina
- **Modifications** - you can translate the text - please share the final translation with us. The [photoshop file is here](#).
- **Logos:** news organisations can add their logos below the logos of the three organisers. See blue boxes on the second print ad.
- **Preview**



## Digital Ads

- **Formats:** Long Banner 1500x400, Medium rectangle 300x250, vertical rectangle 400x200. Downloadable as PNGs
- **Languages:** English, Spanish, French, German, Portuguese, Portuguese (Brazil), Spanish
- **Preview:**



## When to Publish/Share

- **Embargo:** Material can be used from **September 24** leading up to World News Day on **September 28**.

## Ideas to Promote the Campaign

- Reshare your best journalism from your archives to show #JournalismMatters.
- Introduce your journalists to your, and our, audiences, to show the real people behind the news
- Invite readers into your newsroom. Let them meet the people behind the news and discover how the news process works.
- Host an event, in person or online.
- Collaborate with schools, universities, libraries to underline the importance of fact-based journalism.
- Create, commission and publish your own materials and opportunities to advocate for journalism:
  - Articles
  - Op-eds
  - Newsletters
  - Adverts
  - Social media outreach
  - Explainers
  - Podcasts
  - Commentary
  - Interviews
  - Infographics

## Need Help?

Contact: [worldnewsday@wan-ifra.org](mailto:worldnewsday@wan-ifra.org)